The Telegraph sponsored websites

Business Reporter is proud to offer you the power of The Telegraph’s global digital network

The Telegraph is one of the leading media companies in the world: sharp, impressive, provocative and well-informed. Telegraph.co.uk is read and shared by hundreds of thousands of business decision-makers every day – this is your chance to be among them.

Benefits:
- Publish your content and set the agenda in your market
- Impress your customers and turn prospects into business partners - now and in the future

Why The Telegraph?
- 27.1 million unique users every month
- Award-winning including UK Consumer Website of the Year 2007, Digital Publisher of the Year 2009 and The AOP Digital Publishing Award 2011
The Telegraph sponsored websites

6 of the best

Why now is the right time to publish your content on a Telegraph microsite

1. Energetic
   Boost the effect of your national press campaign, create a lasting impression and acquire new audiences at the same time. Online content reinforces the print message.

2. Engaging
   Customers like digital platforms: it’s interactive, easy-to-navigate and they find what’s relevant to them in seconds.

3. Entertaining
   Impressive, entertaining, interactive, dynamic and surprising solutions stay in the memory. As people use tablets and mobile devices more and more, the main objective is to think visually and provide a colourful experience for you customers.

4. Effective
   Online publishing provides the widest viral reach. Readers are happy to share knowledge if they are given the chance. They are also your most effective advocates, as their referrals are independent and honest.

5. Efficient
   Enjoy ever-improving marketing results through analytics. Limited feedback about your content limits your marketing efficiency. Digital platforms guarantee detailed analytics on your audience and their responses to your message.

6. and... Excellent
   The prestige, authority and credibility of the Telegraph. Context matters! Join our online club and help set the agenda.
How to get involved

Publish expert content or advertise on the sponsored site under Telegraph.co.uk: www.telegraph.co.uk/sponsored/businessreporter

1. Exclusive section
   - Run your individual, exclusive section under The Telegraph sponsored site
   - Host 16 articles or videos
   - Run it for at least one year
   - Get detailed web analytics to improve your marketing impact
   - Each article has its own URL
   - Use your content in your newsletters, email shots, social media marketing and on your own site

Exclusive section: £20,700+VAT

2. Publish your articles in relevant sections
   - Publish your 500-word article; this can incorporate a video*
   - Run your campaign for at least one month
   - Get detailed web analytics to improve your marketing impact
   - Each article has its own URL
   - Use your content in your newsletters, email shots, social media marketing and on your own site

£4,950+VAT per article

3. Advertise with The Telegraph
   - Run your banner ads on any section of The Telegraph.co.uk (excluding the home page)

£3,500+VAT / 100,000 page impressions
CPM = £35 per 1000

   - Run your banner ads on any sections of The Telegraph sponsored site

£1,700+VAT / 60,000 page impressions
CPM = £28.33 per 1000

* Video not included in the price